Web Maintenance Standard Operating Procedures for EPA's

Beaches Microsite and Technical Resources about Beaches Directory

Version 1.0

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PURPOSE

The purpose of this Web Maintenance Plan Standard Operating Procedure (SOP) is to establish a process to ensure the content on the *Beaches* website is maintained and updated on a consistent basis and to provide guidance on adding or changing content.

APPLICABILITY

This SOP applies to the Content Owners (i.e., technical staff leads for Beach program areas (e.g., BEACON, beach data)), Editor-in-Chief (EIC), OST's Webmaster and OST's Web Content Coordinator for the Beaches microsite and the Technical Resources about Beaches Directory.

DEFINITIONS

Content: Data, documents, text, graphics or other information that is accessible to the public and published either on EPA's website or elsewhere on the web.

Content Owners: EPA employees who create, manage, own or are otherwise responsible for the content posted on a webpage. A Content Owner must assign all Web content a content type and must keep the content current, or otherwise handle it as described in content review section below or the Procedure: Web Content Types and Review.

Content types include (1) announcement and schedules; (2) collections & lists; (3) contact information; (4) data & tools; (5) overviews & fact sheets; (6) policies & guidance; (7) reports & assessments; and (8) speeches, testimony & transcripts. For additional information about content types including review schedules see the Procedure: Web Content Types and Review.

Content review: process of determining whether existing web content is still current; information and data are accurate; format is consistent; information is grammatically correct; and links are relevant. Content should also be reviewed to ensure that it is not obsolete or outdated.

- **Current** refers to content on the EPA website that reflects EPA's most recent policy, regulations, programmatic activities and responsibilities. Some content remains 'current,' in that it continues to reflect EPA's most recent decisions and activities, including information pertaining to activities that have been completed or closed out, despite the significant amount of time that may have passed since its original publication date. This information can also include environmental data.
- **Obsolete** refers to content on the EPA website that no longer reflects current EPA policy, responsibilities and programmatic activities, and is not useful or relevant to the public. This information includes ephemeral information about short-lived announcements and activities. Obsolete content will be deleted.
- **Outdated** refers to content on the EPA website that was created in the past, and may or may not reflect current EPA policy, responsibilities and programmatic activities, but that is still useful to the public as reference or background information. It includes regulations, guidance and policies that are no longer used or enforced, or that have been superseded by more recently released decisions. Such information often provides invaluable historical context to current decisions, requirements and activities. For purposes of this procedure, such information is not considered to be obsolete or useless. Outdated content will be archived.
- **Crosslinking related content:** the practice of strategically placing links on a webpage that points to other webpages with related content. Crosslinking helps webpage visitors find desired content

both intentionally and serendipitously.   Crosslinks may be found in static "Related Information" section, dynamic "Upcoming Events" section, or in other formats.

Minor changes to website: changes for which no management concurrence is required, such as: adding links; fixing typos; making editorial changes; adding figures and pictures to clarify existing content.

Major changes to website: changes for which management concurrence and approval is required, such as: adding meeting/conference/webinar notices and proceedings, new technical and outreach products (guidance, reports, fact sheets, newsletters etc.), data collected by EPA and/or states, and new webpages.

Validate: process of confirming the accuracy of the content.

RESPONSIBILITIES

Content Owners are responsible for reviewing, updating and validating existing web content and preparing the required information outlined below for new web content. Content owners are also responsible for the following:

- Regularly reviewing existing web content to determine if it remains current or whether it is outdated or obsolete.
- For a major change, notifying the EIC at least 2 weeks prior to change request.
- Obtaining the appropriate level of management review of content changes.
- Obtaining Branch Chief and Division Director approvals for major content changes using the *Beach Website Internet Approval Form*.
- If a new document is being posted:
  - Prepare summary text or description for documents to be posted.
  - Obtain publication number (see EPA Document Publication Number Request Procedures http://intranet.epa.gov/librarynetwork/pubnumreq.html).
  - Ensure document is Section 508 Compliant (see http://intranet.epa.gov/accessibility/ for further information on 508 requirements and OW Template: Fact Sheets & Technical Publications; Tips & Tricks).
- Submitting all these required materials to the EIC only. The EIC will submit the final content to the OST Webmaster and OST Web Content Coordinator.

Editor-in-Chief (EIC) maintains overall responsibility for the microsite and resource directory. The EIC is also responsible for the following:

- Checking the site monthly for broken links.
- Reviewing and approving changes proposed by Content Owners.
- Sending approved content to the OST Webmaster and OST Web Content Coordinator for concurrent review.

OST Web Content Coordinator is responsible for reviewing content for adherence to Agency's webguide with regard to clarity and length of text, and proper placement/organization of content for webpage.

OST Webmaster is responsible for making changes to the Beaches website in accordance with the Agency's web standards. The webmaster ensures changes are made to the websites in a timely manner and conduct a quality assurance review of pages on weekly basis to correct broken links, redirects and orphans.

HOW TO UPDATE WEB CONTENT

Maintenance of the web content involves reviewing, validating and posting new content. It also includes removing obsolete content and archiving outdated content. The following steps should be followed in updating web content:

1. Content Owner determines the web content that needs to be changed and whether the change is major or minor.
2. Content Owner gives at least 2 weeks advance notice to the EIC prior to the date when a major change needs to be posted. Minor changes can be submitted to the EIC at any time.
3. Content Owner obtains publication number (see EPA Document Publication Number Request Procedures http://intranet.epa.gov/librarynetwork/pubnumreq.html).
4. Content Owner ensures changes are Section 508 Compliant (see http://intranet.epa.gov/accessibility/ for information on 508 requirements and OW Template: Fact Sheets & Technical Publications; Tips & Tricks)
5. Content Owner prepares summary text or description for documents to be posted.
6. Content Owner gets management review of website content changes.
7. For major changes, Content Owner completes *Beach Website Internet Approval Form* and gets the necessary management (i.e., Branch Chief and/or Division Director) approvals.
8. Content Owner emails the above completed materials and/or webpage(s) edits to the EIC only. *Edits can be provided in either Word using Track Changes or in Publisher.* The EIC will submit the final content to the OST Webmaster and OST Web Content Coordinator.
9. EIC reviews materials for completeness and when necessary provides comments/changes to Content Owner.
10. EIC approves materials and forwards proposed changes to OST Webmaster and OST Web Content Coordinator.
11. OST Webmaster and OST Web Content Coordinator review materials, provide EIC any feedback, and approved materials when feedback has been addressed.
12. OST Webmaster prepares draft web changes and provides test pages for review to Content Owner and EIC before publishing changes.
13. Content Owner informs EIC and OST Webmaster that changes can be published.
14. OST Webmaster notifies EIC and Content Owner that changes have been published.
15. Content Owner periodically reviews and if necessary, updates existing web content and repeats steps 1-14.

Updated information about EPA policies, practices and guidance for all EPA Web work can be found at http://intranet.epa.gov/oneepa/web/.